

The Fan

- The reason for the success of organized sports is _____

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Sports

- Sports are a source of diversion or physical activity engaged in for _____

- Can be _____

- Can be _____

Sports Consumers

- Consumers exchange _____

- Sports Consumers exchange in different ways:

- Spectators as Consumers

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- Participants as Consumers

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Sports Attraction

Why Do We Participate?

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- Enjoy the game and competition

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- Spend time with others, feel part of a group

Fan Motivation

Reasons to Attend a Game

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Fan Attendance Factors

What Fans Value

- Reasonably Priced Parking (\$8) & Tickets (\$25)
- Adequate Parking/Access
- Reasonably Priced Foods
- Home Team With A Winning Record
- Close Score
- Home Team Star Regarded As Top 10 Player
- Reasonably Priced Souvenirs
- Game That Ends In Less Than Three Hours
- Wide Variety Of Snack Foods

● Taken From Shank Book

Types of "Fans"

- Audience

- Consumers

- Customers

Fan = Target Market

- "Fans" are typically segmented in to smaller markets by teams:

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- Specific Market Segments:

- D
- P
- G
- B

Market Segmentation

- Grouping consumers together _____

- Separating consumers _____

- Targeting must be:

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Niche Market

- A relatively small part of a market that has

- Examples

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Demographics

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Geographics

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- Hawaii vs. Vermont

- Alaska vs. Florida

Psychographics

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Behavioral Segmentation

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Types of Sports Participants

- Participants have two classifications

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- Sports have two classifications

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Athletes

- Amateur Athletes

- An athlete that is _____

- EXAMPLES:

- Professional Athletes

- An athlete that is _____

- EXAMPLES:

Classification of Sport

- Organized Sports

- Sport that is controlled by an _____

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EXAMPLES:

- Un-Organized Sports

- Sport that is _____

- May have rules of play

Sports Producers

- Sports Producers May Provide:

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Standard Two Projects

- Marketing Research – Fantasy Team Area/Region

- Demo-geo-psychographics...

- Team Stadium Design

- Design Tickets

- ID Stadium Factors for Demo...

- Distribution... Media... Sportscape...